

Amendments to the Specification:

Please replace the paragraph beginning at page 1, line 10, with the following amended paragraph:

Lenticular lenses and lenticular imaging systems are well known for use in producing various types of unique optical effects. A lenticular lens system generally includes a transparent sheet having a flat surface on one side thereof and a series of parallel longitudinal protrusions or ridges on the other side thereof creating a series of convex lenses on one side of the transparent sheet that may be applied to a printed sheet or substrate. ~~The lens sheets~~ lenses are typically formed through injection-molded molding, extruded extruding, embossed or printed embossing one side of the transparent sheet.

Please replace the paragraph beginning at page 5, line 4, with the following amended paragraph:

Referring first to FIGS. 1A and 1B, two embodiments of a prior art lenticular imaging system are shown comprising a lenticular lens sheet 10 applied to a top surface 22 of a substrate 12. The lens sheet 10 includes a top surface 14 with a plurality of elongated, parallel, convex lenses 16 comprising a focusing lenticular lens array, and a substantially flat bottom surface 18. The lenses 16 are preferably ~~molded, extruded, embossed, or otherwise formed within~~ printed on the top surface 14 of the lenticular lens sheet 10 in a spaced apart relationship, such that there is a substantially flat element 15 between each convex lens 16. The lenticular sheet 10 is preferably made of a thermoplastic material with a thickness 26 approximately equal to the focal length of the lenses 16.

Please replace the paragraph beginning at page 8, line 16, with the following amended paragraph:

Referring next to FIG. 5, yet another embodiment of the present invention is shown. This embodiment comprises a substrate 50 having a top surface 52 and a bottom surface 54, with a plurality of spaced-apart, convex lenses 56 preferably printed on the top surface 52 of the substrate 50. The substrate 50 is preferably made of a transparent material, such as transparent plastic, or a reflective material, such as white paper or a transparent material coated with a reflective material on the one surface thereof. The plurality of spaced-apart, convex lenses 56 comprise a non-focusing lenticular lens array 58 that is positioned directly over an image 60, such as a plurality of colored dots as shown in FIG. 5, that are printed on the top surface 52 of the substrate 50. The lenses 56 are preferably made of a clear thermoplastic or thermoset plastic material and are printed directly on the top surface 52 of the substrate 50 in a spaced-apart relationship, such that there is a substantially flat portion 62 between each of the lenses 56. The embodiment of FIG. 5 provides a different visual effect than the embodiments of FIGS. 1A, 1B, 2A, 2B, 3A and 3B. ~~In addition to printing, the lenses 56 may be molded, extruded or embossed on at least one surface of the substrate 50.~~